

CASE STUDY

# UNC Medical School Efficiently Supports Students with Navigate

University of North Carolina School of Medicine in Chapel Hill, NC

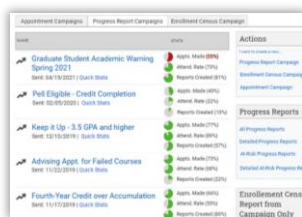
- **About:** The University of North Carolina School of Medicine (UNC Med) is one of the top-ranked medical schools in the country. UNC Med enrolls 896 students.
- **Challenge:** Prior to launching Navigate, UNC Med struggled to provide holistic student support. Advisors had to look in many different places to get a full view of students' backgrounds, course schedules and goals, and ongoing challenges and potential concerns.
- **Solution:** UNC Med launched Navigate in 2020 and has already seen a positive impact. Advisors no longer need to manually track students with flags or attendance issues, and all relevant staff can easily and centrally access the full picture of their students to provide holistic, comprehensive support.
- **Impact:** Since launching Navigate in Fall 2020, 96% of UNC medical students have been contacted via Navigate, and 89% have appointment activity logged in the platform.

**Impact Highlight**

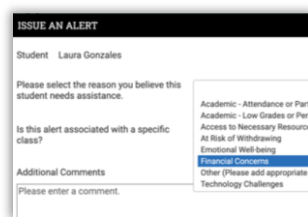
**96%**  
Of the student population receiving text/email messages through Navigate

**89%**  
Of the student population with an appointment activity logged in Navigate

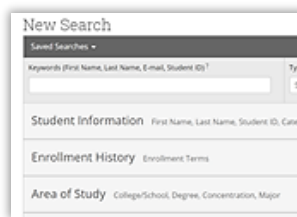
## Stakeholders Across Campus Leverage Navigate to Support Students



**Advisors run campaigns** to schedule required appointments each semester and follow up with unresponsive students



**The Office of Academic Excellence receives alerts** from advisors about students in need of tutoring and other academic support



**Student Affairs uses Advanced Search** to identify and contact specific populations, such as students on a leave of absence



**Deans schedule appointments** with students who have poor course attendance or academic performance

## What's Next? Engaging Student in Their Own Success

In the coming academic year, UNC Med will introduce **Navigate's student-facing mobile app** during orientation, ensuring new students have access to this valuable resource from their first day on campus

- ✓ Timely notifications and hold alerts
- ✓ Appointment scheduling
- ✓ Self-service resources and wayfinding tools
- ✓ Multi-modal messaging with assigned advisors, professors, tutors, etc.

